

13.06.24

WEBINAR SERIES – UPDATE

Tune into our seventh webinar in our Exhibitor Workshop series on Thursday 20 June at 3pm UK Time. Our Marketing lead will guide exhibitors through all the opportunities available to ensure that they are covering all channels in driving maximum visitor footfall at their stands at IBC2024. This includes Exhibitor codes, Marketing Toolkit, PR and an update on our brand new Exhibitor competition.

There will also be an update from our lead Capture Services, who will cover the basics of how exhibitors access the portal and order, details on their products and why exhibitors should choose lead capture services.

There will be opportunity for questions at the end of the webinar. View details and recordings of our previous webinars here – [Exhibitor Workshop Series](#).

EXHIBITOR CUSTOMER CODES – COMPETITION

Supercharge your Lead Generation at IBC2024 - Win an Apple iWatch!

Here's your chance to maximise your return on investment and get a head start on generating qualified leads at this year's show. We have just launched the IBC2024 Lead Generation Competition! You will receive further details on this next week, so please do look out for an email.

However, the rules are simple, use your exhibitor code to invite your network to IBC. The exhibitor with the most amount of registrations will receive an Apple iWatch. So get inviting now!

IBC E-ZONE

The IBC E-Zone (Exhibitor Zone) was launched on 2 April. The E-Zone is your one stop shop for planning your stands at IBC. Log in via <https://reg.ibc.org/e-zone>.

If you haven't logged in yet, please log in to both the E-Zone and RAI Webshop as soon as possible. If you need to set a set or change your password, please click <https://reg.ibc.org/e-zone/password/reset> and follow the instructions.

Shortly we will launch the Users function for you to add colleagues to view the E-Zone. If you need to share information with stand builders or 3rd parties, please share the Stand Builder webpages here - <https://show.ibc.org/stand-builder-information>

Please contact support@ibc.org if you have any questions.

STAND PLAN SUBMISSION DEADLINE – 20 JUNE – SPACE ONLY, DOUBLE DECKER, OUTSIDE EXHIBITS

If you are a space only stand, double decker stand, outside exhibit or are using a 3rd party contractor (not the RAI) to construct part/all of your stand/room/suite, you will need to submit your stand plans, risk assessment, method statement and any additional documentation to Abraxys, our stand plan inspection agency. Details are in the Exhibition Manual sections of your E-Zone. You will also need to pay the inspection fees which will increase after the 20 June when the early bird discount ends.

TASK MANAGEMENT IN YOUR E-ZONE

In addition to stand plan submissions, every stand has a number of tasks they need to complete. Notably, each stand needs to complete a Health & Safety Declaration/Stand Activities form and declare any items they plan to exhibit that may need further approval or may not be allowed. The deadline to complete this form is 20 June and can be found in the Task Management tab in your E-Zone. Please review and complete all the tasks in your E-Zone.

REGISTRATION

Exhibitors can now register colleagues via the Exhibitor Registration tab in your [E-Zone](#). Register your stands exhibitors, any delegates (paid for places) and any distributors you are working with this year. You can register individual passes or multiple passes via the bulk upload system. Once registered, each person can then manage their own profile, update their details and create and download their own visa invitation letters. Please note that the delegate rate will increase from next week but you can purchase your allocations now at the current rate. You don't have to allocate these to a name and can do this later if you are still coordinating who is attending. Contact support@ibc.org for more details.

As a Primary Exhibitor Coordinator, you will also need to register yourself via the E-Zone if you are attending the show. Please note that you need to register first in the E-Zone and not via visitor pass registration. Once you've registered yourself, you can then switch between the [E-Zone](#) and your personal profile to complete your registration and apply for visa invitation letters, etc.

We created users guide and videos on customer codes, exhibitor registration and the full E-Zone, which you can view via the [Help Centre](#).

2024 VERIFIED SUPPLIERS

If you are still looking for a stand builder for IBC2024, AV equipment supplier, logistics services or stand catering, we have a range of suppliers which we highly recommend. Visit the [IBC2024 Verified Suppliers webpage](#) and search by company or services.

This year's stand build and design Verified Suppliers are:

- [A-Booth Exhibition Services](#)
- [DCE Agency](#)
- [Full Circle Events & Exhibitions](#)
- [Lasso Event & Expo Solutions](#)
- [Maxim Communications Ltd](#)
- [Skyline Whitespace](#)

IBC is partnering with new suppliers to deliver the E-Zone, registration, lead capture services and onsite badge collection. Map Your Show are providing the show planner and digital upgrades features as well as profile and task management in your E-Zone. Captello are providing the lead capture Services and details are in your E-Zone or via the Verified Supplier webpage (see link above).

We will also send you regular updates on our Verified Suppliers. Contact support@ibc.org if you have any questions.

IBC2024 HOTEL BOOKING PORTAL!

The IBC2024 Hotel Booking Portal is LIVE! We recommend reserving your room(s) early as availability is becoming increasingly limited. For any housing related questions, please contact RAI Hotel Services on hotelservices@rai.nl, call +31 (0)20 549 1927 or visit the [website here](#).

RAI Hotel Services is the only official housing agent offering hotel accommodation booking service for IBC2024 exhibitors and attendees at special event rates. By booking through RAI Hotel Services, you benefit from a wide selection of hotels and no administration fees or hidden charges.

LAST CALL FOR CONTENT EVERYWHERE SPEAKING OPPORTUNITES

The development of the Content Everywhere stage programme is underway! We're working towards publishing a first version of the agenda in the next few weeks. If you have not yet applied to take part, get your application in now to be considered for the initial programme.

The overall agenda will be built around panel discussions, each involving three CE exhibitors. As far as possible, demos will be scheduled around a panel on a related topic. This will make it easier for visitors to plan which sessions to attend.

Panels:

Nominate a panel speaker who can share insights into market trends and requirements, enabling technologies, consumer behaviours or business models by completing this form: <https://show.ibc.org/ce-speaker-form>

Demonstrations:

A limited number of 15-minute demonstration slots are available for presenting a new technology, product or service. Apply here: <https://show.ibc.org/ce-product-demo-submission-form>

Submissions received after the initial programme has been curated will be considered for any remaining vacant sessions. An updated, final agenda will be released in late August.

RECORDED INTERVIEW –Alternative Promotional Opportunity for CE

New for 2024, Content Everywhere will have a dedicated interview studio in Hall 5. This studio, hosted by an industry expert and powered by our colleagues at KitPlus, will offer CE exhibitors the exclusive opportunity to demonstrate thought leadership and provide details of what to expect on their booth at the show. The video recordings will be hosted on IBC365 and a link provided for your use as a marketing asset.

This opportunity is an alternative offering to the CE Stage Speaking Opportunity. If you have missed the CE Stage deadlines, please get in touch with [Lucy Davis](#) to access this opportunity.

IBC2025

We understand you are in full swing in your planning for IBC2024 but wanted to make you aware in advance of our IBC2025 booking process. We will adopt the same stand booking process as for 2024 and this year the main booking period will once again be during the show. Stand booking for exhibitors in the first 100 highest show history point group will take place from 09-21 August 2024. All other existing exhibitors will be eligible to book at the IBC2024 show from Saturday 14 September - Monday 16 September according to your allocated booking appointment time. Appointment times will be confirmed and communicated to you by the last week of August.

The cut off for any sponsorship spend to be included in the IBC2025 booking process will be 2 August 2024. For any FAQs around rebooking please visit our [Help Centre](#). More details around IBC2025 will be located within your E-Zone w/c 15 July.

If you have any questions regarding your exhibition stand or additional promotional opportunities across the event, please feel free to get in touch with your dedicated IBC Account Manager - we are here to assist you the best we can.

IBC Account Management Team**Exhibitors in Halls 1, 8 and OE:**

Roman Wolujewicz, Account Manager E: rwolujewicz@ibc.org

Exhibitors in Hall 2, 3, 6, 7 and Balcony Suites:

Kimberly Lightfoot, Account Manager E: klightfoot@ibc.org

Exhibitors in Halls 4, 5, 14 (Content Everywhere), & 13

Lucy Davis, Account Manager E: ldavis@ibc.org

Exhibitors in Halls 9, 10, 11, 12, Pods and RAI Meeting Rooms/Suites:

Kevin Van T' Kruys, Account Manager E: kvantkruys@ibc.org

exhibition@ibc.org | T +44 (0) 20 7832 4100 | show.IBC.org | IBCCE.org IBC, The
Brew Eagle House, 163 City Road, London, EC1V 1NR